

## Quick persuasion lesson for you

Here's the story:

Not naming any names, but I like listening to podcasts when working out. In the podcast I was listening to, the podcast host was talking about a spin class he took. For those who don't know, a spin class is where you go to the gym and use the bicycle machines because riding a real bike outdoors is too much for you.

As the podcast host is riding the bike, the instructor starts making “helpful” instructions like:

“Ignore the massive burning in your legs!”

“Don't think about how much this hurts!”

“Don't quit on me! You just gotta endure two more minutes of pain!”

The podcast host did NOT like that. Because, as you've probably figured out, when you say “Don't think about X!” or “ignore X” Suddenly. . . X, is the only thing you can think about.

If you're like most people, you've probably heard the classic “don't think of a pink elephant” and then you're thinking about a pink elephant. It's the same thing.

So here's your persuasion tip: Tell people what to do instead of what NOT to do!

What the instructor should have said was:

“Think about how proud you'll be after you complete this ride!”

“Almost there, you're gonna feel amazing once you hit that finish line!”

“Visualize you're about to win a cycling race and the crowds cheering for you! Your loved ones will be so happy for you! You're strong! You got this!”

You noticed the difference the positive language makes, right? And when I added in the visualizing the crowds cheering for you, did you feel it? 'Bout half your brain is your visual cortex so adding imagery makes things more powerful (which is a second persuasion lesson meaning I'm overdelivering here). Then it happened. . .

After finishing my own workout, a thought hit me.

## **Whatever you think is what you bring into reality**

Telling people what to do, changes what they focus on. Which changes their reality. Then my thinking went to a higher level as I realised. . . There's TWO types of thoughts.

Thoughts you're aware of. And thoughts beneath conscious awareness.

A lot of people use affirmations (repeating a mantra every day usually along the lines of "I, Lawrence Bartley will be super wealthy". By repeating the mantra you're focusing your brain on what you want instead of what you don't want) and yet, it doesn't work for them.

They don't get what they want. Why?

Because working on their conscious mind is only part of the picture.

If their unconscious is full of emotional gunk. . .

Gunk is what they'll bring into reality.

So, if your life isn't where you want it to be. . . if there's emotional gunk in your mental operating system. . . If your brain programming needs an update. . . [A hypnotist can help.](#)

To Changing Your Brain So You Can Change Your Life,  
Lawrence Bartley,  
Crown Persuasion of the Labyrinth